

Abstract

Topic: Harmony Wellness Club clientele care

Objectives: The primary objective of the thesis was to obtain feedback from clients concerning the running of the sports centre. On the basis of the clients' feedback, the club management representatives were provided with the data in order to identify themselves more closely with the clients' needs. The secondary objective was to propose motions that could, based on analysis, help the sports centre enhance provided service and raise the value of club membership.

Methods: The method of written questioning in forms of printed questionnaire and personal questioning was used. The questionnaire was designed to show the club through the eyes of customers, and to find out about strengths and weaknesses in terms of club's running and personnel. The outcomes are demonstrated by means of charts and tables, which result in the interpretation summarizing the whole issue.

Results: Clients of the club have not been systematically questioned yet, therefore the club management has not been getting the clients' feedback regarding the running of the club. All the changes up to now have been made on the basis of the club management assumptions. The research assesses the club from the clients' point of view. It points out the fields of service that are primarily noticed and highly valued by clients. The research results highlight critical points that occur at the club. The interpretation of the current treatment towards clients shows insufficiently diverse and irresponsibly executed procedures. Not only can the club management use the results for better understanding towards clients, they can also use it for eliminating the shortcomings and wrong decisions.

Key words: marketing research, membership, marketing, relations management, customer, customer orientation, supporting service